

**Build Your Program**

Use this form to plan your *Drug Store News* 2009 Marketing Program. For more information, call/click your *Drug Store News* Area Manager, or go to [www.drugstorenews.com/foradvertisers](http://www.drugstorenews.com/foradvertisers).

PLANNING WORKSHEET

Client/Company:	Primary Audience:	Budget:		
Brand:	Secondary Audience:			
Product/Service:	Call to Action:			
<b>PRINT</b>				
Special Report/Feature	Issue Date	Ad Size	Total Circulation	Rate/% of Budget
_____	_____	_____	_____	\$
_____	_____	_____	_____	
_____	_____	_____	_____	
_____	_____	_____	_____	
Subtotal				\$
<b>ONLINE</b>				
Feature/E-Newsletter	Month(s)	Ad Size /Position	Visitors/Impressions	Rate/% of Budget
_____	_____	_____	_____	\$
_____	_____	_____	_____	
_____	_____	_____	_____	
_____	_____	_____	_____	
Subtotal				\$
<b>EVENTS</b>				
Event Title	Date(s)	Sponsor/Package	Total Attendees	Rate/% of Budget
_____	_____	_____	_____	\$
_____	_____	_____	_____	
Subtotal				\$
<b>CUSTOM MEDIA</b> <span style="color: #0070C0;"><b>Contact your Area Manager for details!</b></span>				
<b>TOTAL</b> (agency discount 15%/consult your Area Manager for add'l frequency discounts))				\$
Submitted by _____			Company _____	
City, State, Zip _____				
Phone/e-mail _____				
Signature _____			Date _____	
<b>BILLING ADDRESS</b> (if different from above)				
Billing Contact _____			Company _____	
City, State, Zip _____				
Phone/e-mail _____				